

LANDING PAGE STRUCTURE AND COMMON GOALS

Most Landing Pages require the following elements to be successful:

A HEADLINE (WITH OR WITHOUT A SUBHEADER)

- ▶ The most prominent copy on the page needs to grab the attention of the reader and communicate a lot very quickly: the purpose and focus of the page, the value for the reader, and what it means for them.
- ▶ An optional subhead can further clarify the purpose given by the headline, and provide additional details.
- ▶ Moving from the headline to the subhead should be an easy, natural, and logical progression.



BIG HEADER IMAGE OR VIDEO

- ▶ Something eye-catching that looks nice and establishes relevance with the reader
- ▶ Visuals should look great, be clear, and support the headline



PROMINENT CALL TO ACTION (CTA)

- ▶ This is how you achieve the goal of your page
- ▶ All efforts - and copy - should drive visitors to this form and/or button and make them want to take the action
- ▶ Multiple CTAs can be used throughout the page to ensure CTA visibility and increased conversions



COPY TO PROVE POINT AND COMPEL ACTION

- ▶ Use organized, concise copy to support the headline, subhead, images, and any other elements on the page
- ▶ Could take the form of bullet lists, short descriptions, testimonials, reviews, and more
- ▶ Copy should be a natural lead-in to the CTA



ADDITIONAL ELEMENTS TO PROVE POINTS: VIDEO, CHARTS, IMAGES AND MORE

- ▶ Copy isn't all you should use - find great images, pictures, videos, and other interesting elements to help support your cause



NOTE:

Everything on the page should support the goal and purpose of the page - if not, it shouldn't be on the page



[Example Landing Page: poshmark.com]

Log in | Sign up

#1 way to buy and sell fashion

Sign up now and join millions of people on the largest social marketplace for fashion

 Sign up with Facebook

 Sign up with Google

 Sign up with Email



DISCOVER THE COMMUNITY



@naomihopee shared this Levi's listing
6 minutes ago



@boutique2u shared this Coach listing from their closet
6 minutes ago



@tegm shared this Banana Republic listing from their closet
7 minutes ago



@4_u_and_4_me shared this Steve Madden listing
7 minutes ago



@creizel shared this Necessary Clothing listing
7 minutes ago



Poshmark is more than just a shopping destination, it's a **vibrant community** powered by millions of **Seller Stylists**, who not only sell their personal style, but also curate looks for their shoppers, creating the most connected shopping experience in the world. Join us!

HOW IT WORKS

I AM A SELLER I AM A BUYER



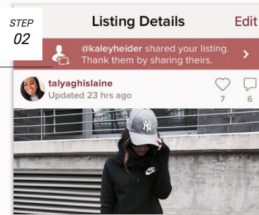
STEP
01

LIST IT

Take a photo and upload to your closet in less than 60 seconds—right from your phone!

SHARE IT

Share listings to your network for shoppers to discover! More sharing = more sales.



STEP
02

Listing Details

@kalyaholder shared your listing. Thank them by sharing theirs.

talyaghislaine
Updated 23 hrs ago



STEP
03

EARN CASH

WE'VE GOT YOUR BACK



PROTECTED PAYMENTS

If it's not what you ordered, we guarantee to give your money back.
[Learn More >](#)



EXPEDITED SHIPPING

All orders ship via USPS Priority Mail. With our pre-paid label, shipping has never been easier!
[Learn More >](#)



FREE AUTHENTICATION

Shop with confidence! Posh Concierge offers free authentication on luxury items.
[Learn More >](#)



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Common Landing Page Topics and Goals

Landing pages are built to achieve a specific result. The goal of each landing page depends on its purpose or focus. Here are some common examples:

01

A PRODUCT OR SERVICE LANDING PAGE

Goal: generate sales/signups - specifically, sell the product or service or get the reader to signup/register
Alternate: generate pre-sales/reservations for an upcoming product or service to be released



02

A LEAD GENERATION LANDING PAGE

Goal: generate leads - specifically, capture email address and/or personal data for future marketing, email, and other promotional communications
Example: newsletter signup pages promise delivery of regular email content in exchange for email address



03

AN E-BOOK LANDING PAGE

Goal: generate leads - specifically, offer e-book download in exchange for personal information, which will be used for marketing/promotion
Alternate: generate downloads - in some cases, the goal is simply to get people to download the e-book to build awareness of the e-book, author, company, or anyone else involved



04

AN EVENT OR WEBINAR LANDING PAGE

Goal: generate registrations/ticket sales - specifically, collect personal contact info (and money, in some cases) to guarantee access to a live or online event; personal contact info may also be used for marketing/promotion in the future



05

A COMING SOON LANDING PAGE

Goal: generate leads - specifically, collect email and other personal data to contact leads in the future about a specific product/service to be launched in the future
Note: this could be combined with/applied to any of the page types above, such as a future event registration or a page to promote an upcoming product release



Additional goals may possibly be reached through landing pages, such as generating social shares - like “Share this e-book with a friend” or “Invite a colleague to attend this webinar”. However, **maintain your focus on your primary goal** to ensure the page is successful - lesser goals should not take away attention from the landing page.